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**From:** Fawcett, Gina P.  
**Sent:** Friday, December 3, 1999 2:30 PM  
**To:** Blohm, Susan C.  
**Cc:** Anton, Michelle C.; Rahardja, Francisca; Kanefield, Susan S.  
**Subject:** FW: Meeting with Picklu Datta

Hi Susan - Please see the below string of e-mails regarding Michelle and Francisca's meeting with Picklu regarding the EMI audit. Please note that Michelle specified to Picklu that we would need to review his document BEFORE it was distributed. He did try to call her, but she was out and he apparently went no further.

As for the document itself, we agree with your issues and add the following:

- We did not state we would change our POS materials to "promote the concept of a concert", quite the contrary. What we did communicate to him was that the creative would be reviewed to see if we could better educate the consumer on the program elements (ie collecting miles, etc.)
- We did NOT state we were interested in "market expansion" only that we would be EVALUATING selected markets.
- As I indicated to you earlier, some of "his" recommendations were actually provided to him by us, and not the other way around as he implies. We also disagree that we should look specifically at cost per consumer (as we discuss below, it is not a measure that indicates performance against the program goal of word of mouth). We also don't agree that we should go deeper into any market.

We will investigate with events about the food and bidding issues identified, and how the contracts were written, and how they can be fixed for next year.

Also: Francisca and Michelle have done a very detailed analysis of the 1999 program and have many recommended enhancements for 2000. We will be setting up a meeting to review this with you in the next two weeks.

Please let us know if we can provide any other information on this.

Thanks, Gina and Michelle